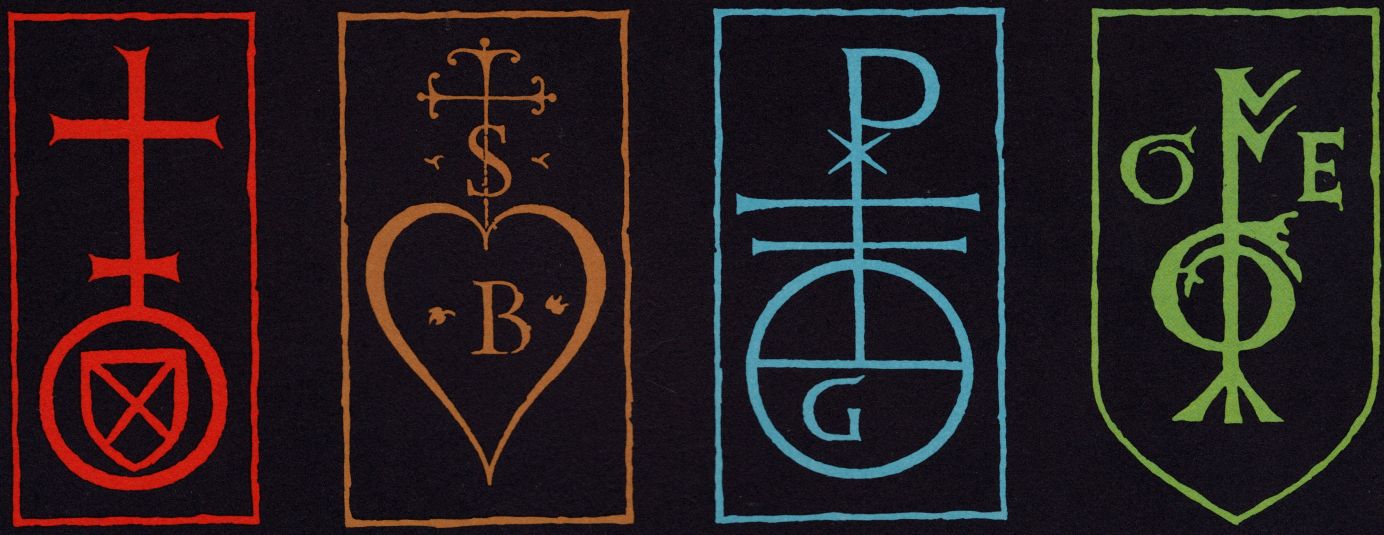


IBM

Creating impressions beyond words . . . . . .

IBM International Business Machines Corporation

545 Madison Avenue, New York 22, N. Y.

Electric Typewriter Division

Dear Sir:

As the representative of its sender, a business letter should convey an impression of clarity, sincerity and warmth.

Such feelings are engendered a little more thoroughly when the letter is typed on an IBM "Executive" Typewriter. The reason: IBM "Executive" proportional type designs are distinctive; the typewriter's print work is superb--the result of painstaking quality control and dedicated craftsmanship.

From the point of view of its owner, the IBM "Executive" Typewriter carries out a fundamentally important task... it creates impressions beyond words.

Sincerely,

IBM

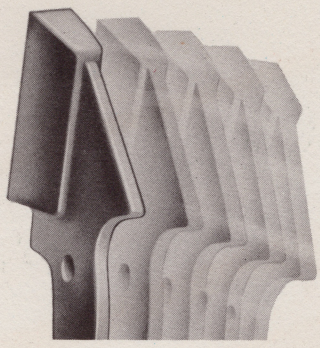
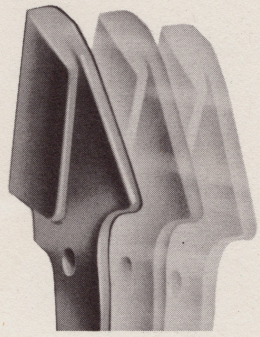
Creating impressions beyond words . . . . . .

. . . . whatever your letters say,

typed on an IBM "Executive" Typewriter,

they say the most impressive things about you.

CONTROLLED IMPRINT

m  i 

With the IBM "Executive" Typewriter, each typebar is individually controlled and power driven to insure an exactness and uniformity of typewritten impression. The broader type characters, such as an "m" or "w" strike the printing surface with a greater force than the lighter, smaller characters . . . with the result that all typing on an IBM "Executive" Typewriter achieves a uniformity of impression.

CARBON RIBBON IMPRESSION

m

FABRIC RIBBON IMPRINT

m

FILM CARBON RIBBON IMPRINT

Through the exacting formulation of inks, expertly bonded to the superior medium of plastic ribbon, IBM Film Carbon Ribbons faithfully reproduce the beauty and proportion of IBM "Executive" type designs. And IBM Carbon Ribbons are available in a full range of colors to complement any letterhead.

(The typewritten samples reproduced above are un-retouched photographs, enlarged to six times actual size.)

PROPORTIONAL LETTERING

ORDINARY SPACING

```
iiiii
ooooo     As the representative of its sender, a business
wwwww     letter should convey an impression of clarity,
mmmmm     sincerity and warmth.
```

"EXECUTIVE" SPACING

```
iiiii
ooooo     As the representative of its sender, a business
wwwww     letter should convey an impression of clarity,
mmmmm     sincerity and warmth.
```

While type styles of the IBM "Executive" Typewriter look larger . . . and are more easily read . . . they occupy approximately the same amount of space as elite type.

PRECISION...

for letter-perfect impressions!

VERSATILITY...

for all typing applications!

1/ REPRODUCTION

The clarity and uniformity of impression achieved with the IBM "Executive" Typewriter makes it the ideal choice for preparing quality typewritten copy for offset reproduction, as well as stencil and spirit masters.

2/ MANUSCRIPTS

The IBM "Executive" Typewriter offers two important advantages for manuscript typing. First, the clarity of typing makes copy easier to read and edit, and secondly, if copy is to be later set in type, IBM proportional lettering makes it easier to estimate page composition and the number of pages required.

3/ BULLETINS

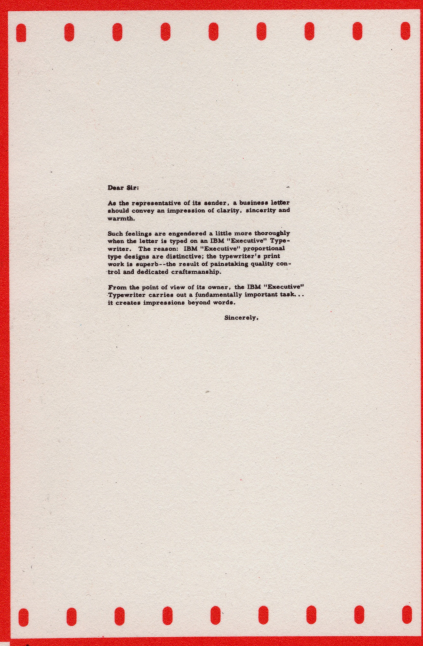
The quality appearance of copy prepared on the IBM "Executive" Typewriter makes it ideal for typing internal bulletins, announcements, and notices. And its versatile composition techniques, such as shadow printing and expanded type, can be used to add emphasis and impact to these communications.

4/ SPEECH WRITING

The ability to expand type spacing, coupled with the print-like legibility of typewritten impression, make speeches typed on the IBM "Executive" Typewriter simpler to edit and easier to deliver. And several type styles are available, designed specifically for speech writing applications.

5/ EDITORIAL COPY

When justified margins are required for company newspaper copy, sales bulletins and similar applications, the precision of IBM proportional lettering can give typewritten copy the look of fine printing. Uniform typewritten columns of text can be prepared on the IBM "Executive" Typewriter that meet the exacting requirements of cold-type composition.



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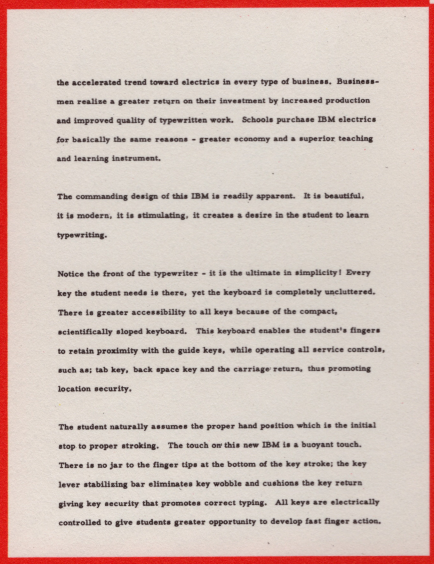
1



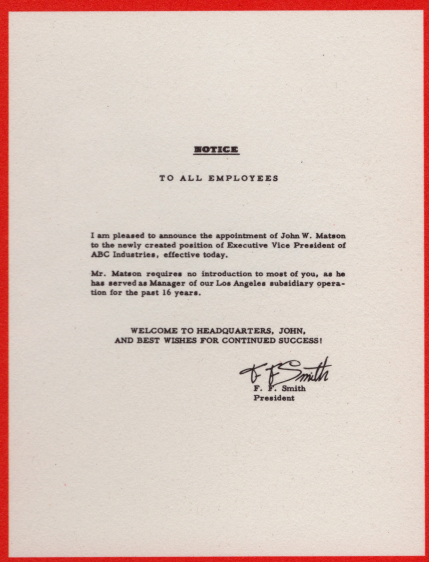
the accelerated trend toward electrics in every type of business. Businessmen realize a greater return on their investment by increased production and improved quality of typewritten work. Schools purchase IBM electrics for basically the same reasons - greater economy and a superior teaching and learning instrument.

The commanding design of this IBM is readily apparent. It is beautiful, it is modern, it is stimulating, it creates a desire in the student to learn typewriting.

Notice the front of the typewriter - it is the ultimate in simplicity! Every key the student needs is there, yet the keyboard is completely uncluttered. There is greater accessibility to all keys because of the compact, scientifically sloped keyboard. This keyboard enables the student's fingers to retain proximity with the guide keys, while operating all service controls, such as; tab key, back space key and the carriage return, thus promoting location security.

The student naturally assumes the proper hand position which is the initial stop to proper stroking. The touch *on* this new IBM is a buoyant touch. There is no jar to the finger tips at the bottom of the key stroke; the key lever stabilizing bar eliminates key wobble and cushions the key return giving key security that promotes correct typing. All keys are electrically controlled to give students greater opportunity to develop fast finger action.

2



NOTICE

TO ALL EMPLOYEES

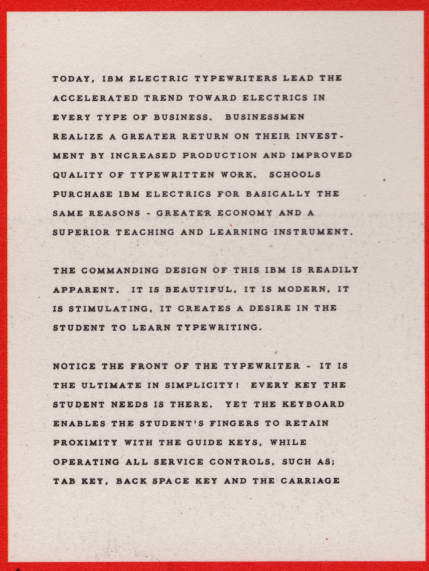
I am pleased to announce the appointment of John W. Matson to the newly created position of Executive Vice President of ABC Industries, effective today.

Mr. Matson requires no introduction to most of you, as he has served as Manager of our Los Angeles subsidiary operation for the past 16 years.

WELCOME TO HEADQUARTERS, JOHN,
AND BEST WISHES FOR CONTINUED SUCCESS!

F. V. Smith
President

3

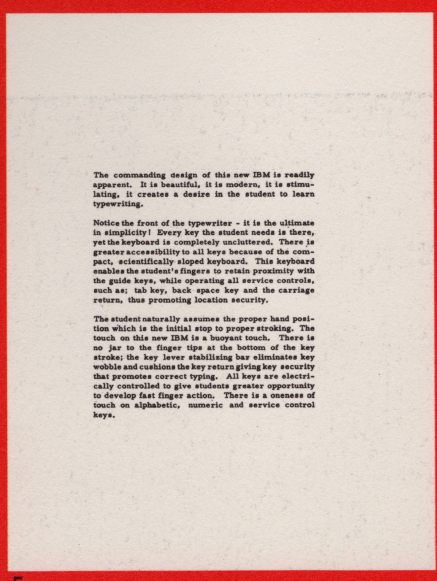


TODAY, IBM ELECTRIC TYPEWRITERS LEAD THE ACCELERATED TREND TOWARD ELECTRICS IN EVERY TYPE OF BUSINESS. BUSINESSMEN REALIZE A GREATER RETURN ON THEIR INVESTMENT BY INCREASED PRODUCTION AND IMPROVED QUALITY OF TYPEWRITTEN WORK. SCHOOLS PURCHASE IBM ELECTRICS FOR BASICALLY THE SAME REASONS - GREATER ECONOMY AND A SUPERIOR TEACHING AND LEARNING INSTRUMENT.

THE COMMANDING DESIGN OF THIS IBM IS READILY APPARENT. IT IS BEAUTIFUL, IT IS MODERN, IT IS STIMULATING, IT CREATES A DESIRE IN THE STUDENT TO LEARN TYPEWRITING.

NOTICE THE FRONT OF THE TYPEWRITER - IT IS THE ULTIMATE IN SIMPLICITY! EVERY KEY THE STUDENT NEEDS IS THERE. YET THE KEYBOARD ENABLES THE STUDENT'S FINGERS TO RETAIN PROXIMITY WITH THE GUIDE KEYS, WHILE OPERATING ALL SERVICE CONTROLS, SUCH AS; TAB KEY, BACK SPACE KEY AND THE CARRIAGE

4



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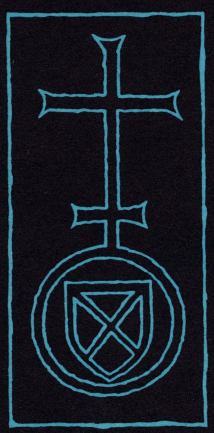
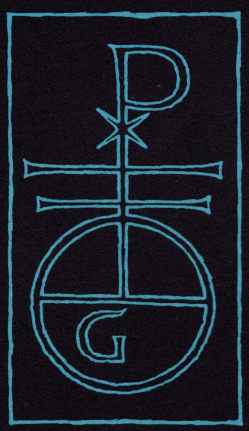
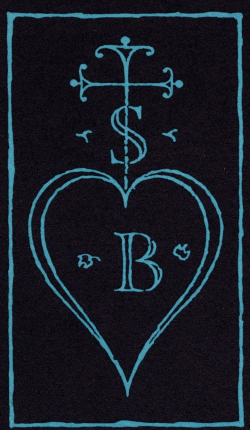
5



The mark
of the master printer
of St. Albans, England,
first used in 1483.



The mark
of Gotardus de Ponte,
master printer of Milan,
first used in 1508.



The mark
of Bernardino,
master printer of Venice,
first used in 1520.

The mark
of Guillaume Eustace,
master printer of Paris,
first used in 1507.

IBM®

International Business Machines Corporation Electric Typewriter Division 545 Madison Avenue, New York 22, New York

FORM NO. 543-0034 PRINTED IN U.S.A.